

February 23 - 2020

## RAK CERAMICS AT THE MILAN DESIGN WEEK 2020 IS BLACK INK WATER

RAK  
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FUORISALONE 2020  
MILAN DESIGN WEEK



BRERA DISTRICT > VIA PALERMO, 11  
21-26 APRIL > 10.00 AM-10.00 PM  
22 APRIL 6.00 PM > SPECIAL COCKTAIL

An event to get acquainted with **RAK-VALET**, the new concept bathroom designed by **Patrick Norguet** through a space that envelops you in reflecting surfaces of ink, light and matter.  
A striking installation in the heart of Brera, celebrating the 30th anniversary of the brand.

**21-26 April 2020**

**10:00 AM to 10:00 PM**

**Milan, Via Palermo 11**

**Brera Design District**

**Opening party Wednesday 22 April 6:00 - 10:00 PM**

The night, like a vein of ink, slowly changes the surfaces, permeating them, filling the pool of water with a new evocative power.

This was the source of inspiration for the **Black Ink Water** installation, that together with **Patrick Norguet**, RAK Ceramics has created for its first ever participation in Milan Design Week, offering the public of the Fuorisalone a thrilling experience.

From 21 to 26 April, the former ice - house at 11 Via Palermo will become the nerve centre of the creative universe of French designer Patrick Norguet, who is working with RAK Ceramics for the first time.

### BLACK INK WATER (PROJECT AREA)

Norguet, known for his analytic approach to design, generating – as the seasons of fashion – an unending sequence of drawings, visions, exclusive shapes and fast-paced rhythms, continues with RAK Ceramics his stylistic search, which always has in store an unexpected solution.

**Black Ink Water**, the project area conceived with the French designer, is the ideal and evocative setting where this new collaboration comes to life and debuts before the public of the design week.

Displayed around the new creations of Patrick Norguet are many of the collections that RAK Ceramics has brought to the attention of designers and contractors in recent years: from the collections of washbasins designed by Daniel Debiassi and Federico Sandri to the bathroom suites designed by Maurizio Scutellà, from the Rak-Joy furniture line to the Maximus slabs for floors, walls, furnishings and countertops.

High level collaborations and significant creations that, though they differ greatly from one another, are engaged in a transverse dialogue. Porcelain stoneware, ceramic, sanitary ware, furnishings and complements are united under the great "Room for Imagination" concept, which, in recent years, has helped establish RAK Ceramics as a leading

lifestyle solution provider. A global brand, the UAE-based group has distinguished itself through an unprecedented string of successes, enabling it to get to third place in the industry in just 30 years. Its presence at the Milan Design Week is a new significant milestone in the repositioning strategy put in place by the group since 2016.

**RAK Ceramics- "BLACK INK WATER" Experience Patrick Norguet VIA PALERMO, 11 - 20121 MILANO 21-26 APRILE**

[www.instagram.com/rakceramicsofficial](https://www.instagram.com/rakceramicsofficial)

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[www.youtube/user/rakc](https://www.youtube/user/rakc)

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### About RAK Ceramics

RAK Ceramics is one of the largest ceramics' brands in the world. Specialising in ceramic and gres porcelain wall and floor tiles, tableware, sanitaryware and faucets, we have the capacity to produce 116 million square metres of tiles, 5 million pieces of sanitaryware, 24 million pieces of porcelain tableware and 1 million pieces of faucets per year at our 22 state-of-the-art plants across the United Arab Emirates, India, Bangladesh and Iran.

Founded in 1989 and headquartered in the United Arab Emirates, we serve clients in more than 150 countries through our network of operational hubs in Europe, Middle East and North Africa, Asia, North and South America and Australia. We are a publically listed company on the Abu Dhabi Securities Exchange in the United Arab Emirates and on the Dhaka Stock Exchange in Bangladesh and as a group have an annual turnover of approximately US\$1 billion.

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## RAK-VALET DESIGN PATRICK NORGUET

**RAK-VALET** is the new bathroom furnishing project born of the new collaboration between Patrick Norguet and RAK Ceramics, it is the expression of a talent for understanding day-to-day situations, whereby contexts become functional and long-lasting solutions.

The lines of the new collection are born of the notion that each element should be at the service of those who use it. Thus, the washbasins become "valets" who hand over to us the objects of our daily wellbeing, and do so elegantly, through highly effective functional and stylistic solutions: decorative forms with slender profiles for the washbasins, innovative shapes for the bathtub, elongated lines for the sanitary ware.

A project unencumbered with extraneous or unnecessary details, where the expression of the real is reduced to its purest, quintessential form.



### **About Patrick Norguet**

Patrick Norguet befittingly illustrates the definition of a designer. He is at the core of a collective and innovative approach to design and stands as one of the protagonists of a project.

Thanks to his keen observation of the context, his analytical approach to the constraints, and respect for customs, he has built solid relationships with manufacturers and numerous clients.

After completing his design studies at the ESDI, Patrick Norguet was commissioned to design the display windows of two major players in the luxury industry: Yves Saint-Laurent and Louis Vuitton. From these experiences, he gained an understanding of brand identity and the way of showcasing it. Designing Renault's event stands helped him to hone and apply his synthesis skills to ephemeral architectures.

He quickly expanded his design vernacular and took interest in technological innovations in the furniture field. In 2000, his Rainbow Chair, which was noticed and produced by Giulio Cappellini, gave him visibility that quickly spread thanks to the international media. He then opened his studio in Paris.

Italian companies immediately noticed his thoroughness and his full commitment to projects. Because of his passion for industrial processes, he adapted his style to excellent know-how, hence optimizing the efficiency of production methods. His early furniture collections for Bernhardt, Artifort, Offect, Capdell or the French companies Alki and Tolix validated and established his presence at international shows. In 2010, designing one McDonald's restaurant in France gradually led to a collaboration with McDonald's Global.

Patrick Norguet effortlessly masters all scales and lends his expertise to manufacturers and producers of objects, lamps and furniture, all that while developing the new hotel concept of the Okko chain in France in 2014. He has become an emblematic figure of French design.

Alias, Arflex, Artemide, Cassina, Emu, Ethimo, Glass Italia, Kristalia, Lea Ceramica, Pedrali, de Padova, and Tacchini quickly recognized the talent and authority of Patrick Norguet who is fully involved in the production process and strives to create long-lasting collections.

From the drawing table to industrial tools and communication, Patrick Norguet has shown the place and responsibility of the designer as an agent of change in services and lifestyles.

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